

Message Text

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PAGE 01 STATE 002406

62

ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 RSC-01 /021 R

66616

DRAFTED BY COM/BIC/OIM/GAKEMP

APPROVED BY EB/OCA/REP:LAKLIEFORTH

COM/BIC/OIM/CJBARRETT

EUR/RPE:RMARDING

EB/OC/BR:JRRABENS

EUR/NE:CFLOYD

----- 074098

R 062224Z JAN 75

FM SECSTATE WASHDC

TO AMEMBASSY LONDON

UNCLAS STATE 002406

FOR NORRIS

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: AIR/WATER POLLUTION CONTROL EQUIPMENT RESEARCH,
OCTOBER 1974 - PLANNING RESEARCH SYSTEMS LTD.

1. OIM REQUESTS POST'S IMMEDIATE EVALUATION SUBJECT RESEARCH
STUDY.

2. ADDITIONALLY, URGENT TELEGRAPHIC RESPONSE NEEDED TO
FOLLOWING:

A. DOES POST CONCUR THAT (1) AN EXHIBITION GEARED TO
END-USERS NOT A HIGHLY REGARDED VEHICLE AND (2) AN EXHIBITION
MUST BE AIMED PRIMARILY AT MANUFACTURERS;

B. IF 80 PERCENT OF IMPORTED EQUIPMENT IS SOLD TO SYSTEM
MANUFACTURERS WILL ESTIMATED MANUFACTURER UNIVERSE OF SOME
200 COMPANIES EFFECTIVELY SUSTAIN A FIVE-DAY TRADE CENTER
EVENT;

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C. DOES U.K. MARKET FOR U.S. PRODUCTS REPORTED AT

DOLS 7.16 MILLION FOR 1973 AND PROJECTED AT DOLS 8.26 MILLION
FOR 1978 PROVIDE ATTRACTIVE INCREMENTAL SALES POTENTIAL FOR A
COST-EFFECTIVE TRADE CENTER EXHIBITION;

D. WHAT EFFECT AILL PREFEENTIAL TARIFF RATE ADVANTAGES
OF 20 PERCENT - 50 PERCENT FAVORING EEC COUNTRIES HAVE ON
FUTURE U.S. MARKET SHARE; AND

E. IS EMPOCON SCHEDULED FOR EARLS COURT APRIL 14 -
MAY 5, 1976 A MAJOR CONFLICT WITH LTC POLLUTION CONTROL EXHIBITION
MARCH 15 - 19, 1976.

3. POST REQUESTED REPLY ASAP.
KISINGER

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NNN

Message Attributes

Automatic Decaptioning: X
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Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Draft Date: 06 JAN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: BIC/OIM/GAKEMP
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Errors: N/A
Film Number: D750005-0736
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Handling Restrictions: n/a
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Legacy Key: link1975/newtext/t19750175/aaaacnvr.tel
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Review Exemptions: n/a
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Margaret P. Grafeld
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05 JUL 2006

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TAGS: BEXP, UK
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